

Light-hearted clothes for light-hearted days. To keep their gay, outdoor colors, salespeople in the country's leading shops say: "Ivory is extra-safe."



In the leading shops of 23 leading cities, "Ivory for fine woolens" was recommended by salespeople oftener than all other soaps together.



Salespeople in the smartest shops

OF 23 LEADING CITIES TELL WHY

"fine woolens need this care"

Recently the salespeople of fine woolens in the leading shops of 23 great cities were asked two questions: "Will this wash?" and "How shall I wash it?" And "this" was sometimes a gay woolen sweater, sometimes a pair of golf hose from England, or a smart homespun frock—always the finest, softest woolens.

Unprejudiced answers that could not be bought

The young women who asked these questions went into the shops as customers. They wanted unprejudiced opinions . . . just the opinions you would get were you to ask these questions yourself.

The answers? "Yes," said salespeople everywhere. "Woolens as fine as these will wash beautifully, but wash them this way." And "this way" was almost always—lukewarm water and Ivory Soap.

To keep sweaters and stockings gay and unfaded, to keep baby woolens soft and unshrunk, to keep blankets fluffy, Ivory was recommended everywhere without reservation.

In St. Louis, for example: "We cannot guarantee that these sweaters will wash regardless of how you

wash them, but they *will* wash well in lukewarm Ivory suds. I myself have a white sweater suit like this one here, which has been washed innumerable times with Ivory Flakes and it looks like new."

For blankets . . . baby clothes

To support their unqualified Ivory approval, salespeople everywhere quoted advice from manufacturers and the experiences of their customers. One of Baltimore's finest stores was holding a special sale of pink and blue and daffodil-yellow blankets. The manufacturer's representative who was present said: "If you wash these blankets in *plenty* of lukewarm water and Ivory Flakes they will be fluffy and unshrunk, and the colors will not fade."

And for baby clothes, Ivory recommendations were universal—North and South:

In Memphis: "Ivory Flakes should always be used for baby clothes, as there is no danger of skin irritation if garments are washed with Ivory."

In Boston: "Ivory is best to keep woolens soft and unshrunk. And Ivory is better for the

baby's skin. We always advise the use of Ivory."

Pure without question, safe for the most sensitive skin, of course Ivory is safe for your finest things—for cheerful silks and woolens, for new rayons and delicate celanese, for printed cottons—for *anything* that is safe in pure water alone. PROCTER & GAMBLE

FREE! A little book, *Thirtiedown Treasures—their selection and care*, answers such questions as: Can it be washed? Will it shrink? Will it fade? How can I whiten yellowed silk and wool? How can I cleanse sweaters, gorgettes, etc.? It is yours free if you will send a post card to Winifred S. Carter, Department 56-123, P. O. Box 1801, Cincinnati, Ohio.



Of course a soap that keeps a baby's sensitive skin soft and velvety is safe for his delicate little woolens . . . and safe too for Mother's pretty sweaters, or Father's most dazzling golf stockings.

Ivory is kind to everything it touches

99 1/4% PURE



"IT FLOATS"